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GOODBYE, DRY, DAMASED AND NOT-SO-DIVINE HELLO, MY GROWNING GLORY OR.. HOW MY HAR WENI FROM ZERO-TO-SIXTY IN TEN SEGONDS WITH PANTENE S BRAND NEW TOTAL HAIR CARE LINE: FIRST AT SFA, OF COURSE


Pantene Natural Hald, 6 azi, 5.50 . Hair Spray de Pontene



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 Joe Hines, former Prime Minister
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Chrysler Talks Progressing TROMT, Oct, 17 (UPJ) - United
mobile Workers
officials
reported faction today with the progress of
at the Chrysler Corporation. th $i$ is ness target in conpratat negosia pay was sinned Thursday. A strike
shit down Ford since Sept. 14.

## They'll say to your wife, "Who's that gentleman I saw you with last night?"

## A nd shell say

"You should know. You were at our wedding six years ago."

And they ll say
"He's better looking now than he was then. You must be good for him."

And shell say
If feed him, but Altman's clothes him. These days, he's up on every trend.'

Now that's where you take a bow. In your new gray flannel with the faintly English accent. You know (because you paid attention when we told you so) that this is the way menswear is going: more classic, cleaner cut and more sophisticated.

You also know (because you're naturally smart) that this natural shoulder, softly shaped silhouette is very flattering to your figure. The suit on this page is by Cricketeer: a company that's known for smooth tailoring. You can see that it has all the right details: two-button coat with center vent and flap pockets; straight leg trousers (no cuffs please); and of course a vest.


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Thai Junta Re-Examines Relations With Neighbor Nations and U.S.

By DAVID A, ANCELSAAN



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The new Tntmate Fith Fown hengene.
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Flu Shots Resuming for Pittsburgh High-Risk Group Under New Rules
by lawrence k. altman

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Dr. Cecis.







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|  |  |  |  |  |  | SCHEDULE EFFECTIVE DECEMBER 17 |  |  |
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Iction, drama. ronance and comedy: Topflight movies will e avaiable to vou starting , Norember 1. on most of our vide-bode L-1011 Whisperiners ${ }^{\frac{E}{2}}$ to Miami. And shortly there after on selected fighis to Ft. Lauderdale and Palm Beach.

Later weil have movies to other Florida cities.
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## Country and City Families: More Alike Than Different

By JODYY RLzemiessud A dairy farmer and his family from
pustate New York visited the big city. over the weekend and were introduced
to some things they never gret to see to some things they never get to see tan Opera Hoonse, Jewish food, Hariea
and prostitutes on Elighth Avenue. and prostitates on tright Avenue.



 were the guests of a Brodicyn lawye of a program and ede city-Farum Swap
opponsoed by the Agricaltural Coumcil
of America of America Visited Sloans Farm Last year at this time, the city slick-
ars Ira Drogin, 42, his wife, janet, 38 ,
 8, drove to the Sloans' $75^{750}$ ancrere farm
 Like square dengeng. And a 522,000
tractor. And a herd of 80 Holstein tractor. And a herd of 80 Holstein
dairy cows, one of which they miked The whole idea of the swip was for
the farm and city families to get to


James Sloan, left, and Ira Drogin during a drive through Harlem, which farm farnily found depressing.

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The Calder sculptare in Lincoln Center was one of sights visited by farm ant Gies. Adults, from Ieft, are Connie Sloan, Janet Drogin, Ira Drogin and James S
dren, from Ieft, are Mary Margaíet Sloañ, Peter and Laurent Drogin, and Ec

 head Bay, Rrooklyn The farm family

$\qquad$


 sides. pive backstage tow of the
Metronolitan Onera House was one of
 gin represents Local 829 of the Unit
Scenin Artists.
The families, jed by Clemente De The families, led by Clemente D'Aes-
sion a teingical assistant at the Met,
visited opera stars dressing rooms, the



 Onuside the Met while viewing
gitfor-maitied Calder sculpture, Mrs
 mooplace in Grenwich (ith
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atoo ismebody got into the horse ban
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## Thousands Seek a Pot of Gold, Not at the End of a Rainbow, but Unde1




Participants, using metal detectors, at a treasure hurt in Melrose, Conn:
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The Falconers humt two a week for two or the
saide they had found 750,
they tharted looking five The second half of the started the countionn
 Eunge, who was saved $f$ Then Hummels Whant P2.
There Was fess discusion
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 Fmally. Mrs. Falconer go 2 two tierer design that ini
twoo winged female figure
that stated. the base was hie. Mr. Paige's trophy
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several birds. "Dad, pull your trophy
sald Kalhy Paige, as she to
er's picture. TTe winger of the cake
prize. The flea marketeers cloud of deamt truck pull
feturned to the fiel treas
Hpind and some headed Tor up; and some
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another hunt. DE GUSTIBUS
The Problem of Finding a Good Place to Dine in Paris on a Sunday in the $F$
by CRAIG CLAIBORNE PARISWe were faced winh a curi-
ous problem on a a recent ops problem on a recent Sumday. morn-
ing ftere. Ii this city, which. Weve
altuts considered the ultimate place

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discovered int took us, by the way, 25 yiscovered make this. discovery) that
a vers to main mity of
and rants are "ferme dimanche". Thowe that on this particular maming we had an
added burden Wed pronised a frieod to take herd to a place with a virew-
tlowers, trees, gardens the works As high noon anproached, the concalant on the Quai dees Orfeveres . Pleoty
of flowers there. Good food, too.

"Complet, complet", he replied.
OK. we said wetd settie or taurant we said, we'd settle for a a res
train or subive .hee city wed by taxd
 in Bougival, it' only minotes 2way."
Pa.ase. Pardoo." he says, still holding the Defeated in that quast: we willingly.
bappily settled for a suddenty happily settred for a s suddenty remem,
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he Avenue Victor Huio made resuervatioor for fung. Frust having
friend wis determined to eving day in Paris surrounded to dine oun Sur-
La manande cascald less crawded cascade. It is only a trille
downdays after sungratifying experience of a poyous and hing tastes better in liste uatumn and and
winter in France than st any early winter in France than st any
other season of the vear. The opysters
artive and fresk foie eras and the firist

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At. Prunier Trakcir (there is and
Prinier Diephor
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two

 crevertes boongulet, mheshroo-mestana and
seasoned shall delicately Thell. she shimp served cold in the
 quickly with garlici in hot oll and sprin-


 The cost of main dishes at Prunier
Trathir ranges from about 58 for filletr Traktir ranges from about $\$ 6$ for fillets
or whiting nicise to apouts
quail. The restaurant is closed on Mone


Less conventiooal was a hreast and
liver on duck eneloped in a ppif pastry
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a julienne of mpen meppers, truffes and -a julienne of muphrpors, truffles and
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phe lite autume and witer morns,
the restaurant will he open for week-. We may oot be abia to recount the
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the. finest midday meais of our stay in Paris on a Thyuscay. Here to .o. is
a hstf-century-lld and palatial restau rant in the grand
was memorable.


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## If you can't walk into your bank and check the balance in your checking account in 10 seconds flat...

## you don't have a Citicard.

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 check your balance. You go to the bank. You wait for the teller. And then you wait again while the teller looks for your file.

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## Use your index finger: Geta green thumb.




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(1) New York Telephone

## Bridg్రe: <br> Distribution Assumption Can Be Helpful, If Correct

by alan truscott

| by alan truscott |  |
| :---: | :---: |
| Every expert declarer knows in theory that if only one distribution of the opposing cards will permit the contract assumed. But in practice this is not so easy. If the distribution is an unlikely one the declarer may not think of it in may not exert himself to play for a long $\stackrel{\text { shbot }}{ }$ <br> With this clue in mind the reader play should cover the East-West hands shown in the diagram and plan the play 筑 five diamonds. West, who has bid clubs and hearts, leads the beart king followed by the club king. East has raised hearts enthusiastically and evenraised hearts end tually doubled five diamods. A famous player failed this difficult test wben the deal was played recently at the Harmonie Club io New York City. It occurred during the popular an- nual jame in which expers play against members under the guidance of ert aod Anne Mayer of Scarsdale, N. Y., followed by Mort Kenner and Heriry Brandt of New York and Earl Morse and Rudy Muhsan of New Yorks. The expert winners were two famous vet- erans, Lee Hazen and Ed Loewenthal. <br> East Finds Hearts <br> South might have sold out to two clubs, fearing that the oppcnents bad an undiscovered heart fit. However, he reopened with two ciamonds, and East was able to find hearts. Four hearts would have failed by one trick since the defeosa can tase a trick in eacb suit by playing spades quickly, but which East doubied. <br> Tess if contract would have been hopeless if West had led the club king, but the actual lead of the heart king followed by the club king left an interest- ing position. South was now in a posiing position South was now in a posi- tion to make the contract. since the zods had placed the East-West cards in the only fashion that would belp them. - South had to assume in the first instance that the spade ace was on his slx-one. With any other distribution, the defense wauld have no trouble in $\qquad$ | tract to hava a chance, West had to be eotryless. <br> Experiment will show that there is no way to divide the spades five-one that able to make use of the spade suit to get rid of losers from the dummy, and s-I0 of have prayed for a doubleton On this reasoning left <br> now built up a hypothetical West band that happens also to be a factual picture. Clinging to this faint possibility he should therefore lead to the diamond jack If West has two spades, four hearts and six clubs, he must have a singleton diamond, not a doubleton. then ler drawing trump, warded. By pinning the J-10 with his honors he makes four spade tricks, and loseards two club losers and one heart have had one trump in his hand to deal with dummy's last heart. <br> If South had found this play East wculd bave had reason to complain about the opening lead. But the declarer failed, and North firmly pointed out the unfartunate failure to take advantage of a distributional gift from the gods. |
|  |  |

## Fashion Shows

Let Bernadine Mornis


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## Bernadine

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and you'll


## The

 New Hork eimesJOBS HELD TOP BY COUNCIL OF CHURCHES WASHINGTON. Oct 17 (UPD-Fu priority, the National Council of Churches
oold President Ford and Jimmy Carter an "open leter" today. sets polcy for the interfaith organization
sald that nuclear energ policy ranked second on it list and tiat the need for a redeffinitioo of
goass came third.
umman cost of in ein our country is the
unemployment" "the boound told the Presis conrera candiales. $1 t$ expressed particular ment on young people.
tevelop employment

## Moshe Dayan, James Stewart and Bart Starr joinWNWS All-News Radio this week.

And so are Barry Goldwater, Big Bird, Oscar the Grouch, Muhammad Ali and Bob fosse.
During the month of October, were bringing you more than our usual in-depth each day. Exciting and newsworthy celebritios who really have something to say Senior Correspondent Alan Walden will be talking to them about topics that will interest you, inform you, and even amuse you.
And it's all part of the WNWS total information package. A package which iricludes news from around the world and around the corner. Plus all the information you're ikely to need in today's world
So be sure to tune in. You'll get news with a personality. On WNWS 97 FM.
These are typical of the many exciting and
newsworthy personalities youll be hearing on
WNWS Al-News Racio this month...


## Make business a pleasure.


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# Che Atew Horkeimes 



## Old Game of Politics

It's an old if disreputable custom for officials who
are running for elective office to take whatever action they can to please real or fancied blocs of voters just before Election Day-and incumbent Presidents are, unfortunately, no exception to the rule. It is difficult to believe, despite the denials, that President Ford was not acting according to this ancient and ugly tradition mum political effect.
One, in the fied of domestic policy, involved an increase in price-support loans for wheat, corn and
other feed-grains. Agriculture Department experts bad only recently expressed the view that there was no justification," said ooe
However, Governor carter-making bis own appeal for the farm vote-had aiso just recently (in fact, the
previous day) favored sucb an increase; so what else previous day) favored sucb an increase, so what eirits of the situation were, of course, entirely secondary Accordingly, the price support loans were raised, and presumably the grain farmers will now vote for Mr. Ford-who delive
merely promised.
Such raaneuvers oo the domestic front, reprehensibie though they may be, are commonplace and none too
serious. But it's another thing altogether when the

## Schlesinger on China

The debate in the United States about bow best to been stilled momentarily by the dramatic political event and uncertainties over the succession to Chairman Mao
But the debate undoubtedly will revive. When it does significant weight will have to be given to the testimon of former Defense Secretary James R. Schlesinger on his recent visit to China and talks with its present leaders.
Other visitors, who in this connection have, askied about the future of Taiwan, have frequently been told
that the United States, to obtain full diplomatic relations with Peking, must break relations with Taipei, terminate its security treaty, and remove its troops from the island. Mr. Schlesinger never raised the question; came up only once-not in bis tallus wial premer Hua Kuo-feng-and was dropped quickly. Soviet threat. Mr. Schlesinger's concluslon was the "the question of Talwan is lower on the Chinese priority list than the question of .. . the streagb and postur of the United States With regard to the Soviet Unioo .. If the United States seems firm in its policies toward
the Soviet Union, that is of far greater benefit to chins thao the issue of Taiwan.
There is $n o$ evidence that the questions of Taiwan and its relations with the United States have played a entral role in the Maoist succession. Events bave
disproved the argument that unless the United States disproved the argument that unless the United States diplomatic relations with Peking, the radical left will take over China. The moderates, so far, seem in control This does not mean that progress toward normaliza tion of relations with Peking should be halted or that tbe future that there is time to proceed in an orderly fashion to negotiate arrangements that assure the security of

## Delay in South Africa

At a time when a volatile situation calls for steady
progress in dismantling racial barriers, South Africa's white rulers are still only inching forward on some fronts and digging in or backtracking on others. Prime Minister believe the drive for racial equity and majority rule can somehow be halted at the Rhodesian border.
With fanfare three weeks ago, the Pretoria Government announced the abandonment of segregation in sports,
sanctioning multiracial competition at all levels and racially mixed teams for international contests. Now eight white rugby players who joined 22 blacks for a club narch in a black township near Port Eizzabeth are black players it seems cannot play together on the same eams except in international competition On the same day that the rugby players were threatoned, two of South Africas best-known black actors were arrested in the Transkei-the black "homeland"
scheduled to achieve 'independence" from South Africa oct. 26 -after they had performed in "Sizwe Banzi Dead," the anti-apartheid play that won them Broadway awards last year. This was only the latest in.a series revernment-actions that parallel those of the parent white regime in Pretoria
The most ominous recent development in South Africa, however, was Prime Minister Vorster's flat rejection of a acial conference to discuss a new Constitution giving he black majority legal rights in the Republic. Mr. Vorster said there was"'no merit at all" in the proposal
advanced by Chief Gatsha Buthelezi of K wa-Zulu after our mooths of rioting by nonwhites which has taken 340 hives, injured 2,000 and resuited in bundreds of arrests. Mr. Vorster also rejected the demand of the chiefs for ot trial. The Prime Minister's intransigence provoked Chief Buthelezi to make public a statemeot be had read to Mr. Vorster, warning that unless progress could be
made toward black-white accommodation, "more and made toward black-whine accommodation, "more and more of our people will feel that violence is the If Pretoriz would change direction-away from obviously bankrupt "separate development" policy and
suspicion arises that decisions may be made on: this
basis in the field of foreign affairs. And that, unfor: tunately, is exactly what President Ford's amnouncement of his approval of buge anns sales and deliveries to Istael looks like. Qulte apart from the merits of a dea involving these particalar kinds of sopbisticated arms,
the timing of this long-delayed annourcement coivld only be keyed to the fact thiat. Election Day is Nov. 2 Negotiations have been going on with the israeli can indeed be made that these weapons are needed to maintain the technical superiority of Israeli arms and
to give that counnry "a margin of safety" over ber Arab neighbors. But the case is not all that clear that the arms deal may not represent an overbalancing of Lsraeli strength, thus exacerbating the tensions of the area and
only stlmulating the Arab ssates to further arms demand only stimulating the Arab stan
and purchases of their 0 om .
The question is ao technical and so delicate that it ought to be removed as far from an American political decision might have been, it could not have been ascribed to Presidential politics. Yet, by making his decision when he made it. President Ford has only thrown
the objective validity of his decision in doubt. it involves a very great loss of public confidence for a very dubious
political gain.
toward an integrated society-it would have a legitimate claim for time to work for a solution to an extremely tions for Rhodesia and Namibia (South-West Africa) cannot belp South Africa unless it recognizes, as Cniet Buthelexi says, that present black unrest is "ncithing
more than a mass rejection of apartheid and white mumeleta
more than
priviege."

## Developing Self-Help

The Nobel Prize-winning economist Wassily Leontie has a message of hope for the world's poor countries-
along with a pointed challenge. His forecast is that with the proper political self-discipline and economic income they may be able to reduce by 50 perceat the acome gap that separates them from the develope
countries by the year 2000. This is the conclusion of study for the-United. Natlons made by an ioternational Increased trade and ind frrm, Leontief's leadershis. rncreased trade and aid from the developed countries,
including.open markets for low-wage manufactures and stable prices for raw materials and agricultural com modities, will also be necessary to attain these goals. But linvestment from abroad, while important, is secondary" to the effort the developing countries will have to make for themselves. The poor countries, to a stagering 30 to 40 percent of their gross product. Rejecting the original Club of Rome thesis as to "the limits of growth," the report warns that 'the principal imits to sustained economic growth and accelerated de relopment are political, social and institutional in char The conclelusion
The ther
The conclusion is quite different from what the Nations. It is not the gift of a "new economic order" or "reparations" from rich to poor that will solve the knotty problems of development. The key is what
the poor countries do for themselves. the poor countries do for themselves.
This can be seen clearly in the most
This can be seen clearly in the most pressing problem confoniong the poor nations: feeding their growing
populations. Large areas of unexploited arable land must populations. Large areas of unexploited arable land must task is technically feasible, the Leontief report states. The
question is whether the developing countries can. take "drastion is whether the developing countries can. take public policy" and bring about the "social and institutional changes" at home essential to the agricultural growth apon which all other develop-

## Reviving the Urban Park

The master plan for Central Park, with which varying lost and found, if not fast and loose, has disappeared pose was rehabilitation; and some of its key projects surface occasiooally as the present administration seeks Now rederal funds for urgent spot repairs. Now a group of the private organizations that serve
watchdogs of Ceotral park have initiated a "Second century Fund" which hopes to raise $\$ 2$ million for park use The aim is a coordinated preservation effort, with emphasis on basic landscaping and erosion control. ately this work is needed But what is equally necessary a change in public attitude; the use and purpose o urban parks is increasingly misunderstood. They are no shillful works of landscape art intended as places of pose and relief from congested cities. Parks face a double dilemma today. They are either the victim of promotions
and encroachments, as in Central Park, or they have been and encroachments, as in Central park, or they have been
taken over by drug users, society's dropouts and dissuptive forces, with the result that many smali local parks are almost unusabie by the community. The destruction involved in both kinds of abuse is
roding more than grass; it is also eroding one of the coding more than grass; it is also eroding one of the
most valuable resources. Refieshnoeot of the spirit through the pleasures of the senses that planners like Frederick Law olmsted bad in mind-the idea of the
park as a great democratic work of art ands place of park as a great democratic work of
quietude-is lost with the landscaping.
The public park is a significant social and environmental amenity. It is endangere

Letters to the Editor
Missile X: Lexicon of Horrors New Entry




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What Mattered Was the Pot Roast


## Carter's Tax Program

|  | in the Federal dole. Mr. Carter's proposashs-if they really - are to give wie bind of tax relief ine .promises, witionim cuntiog new burden on working midale-class people This is the real issue, not the cosing of a loo of techical loopholes <br>  Now increasing the burdens on the midale class is ion an obviousty wrong <br>  <br>  American peopepe inicuding tiose near or below the line Mri. carter would draw trough the middle of the coun- <br>  and redured incenitives that such levil- <br>  Amencians on both sides, of Mr. Mive up the reativery small sums that in revur for the sense of fiving tim county where tiose who have the ability, will and pertaps even good flair measure of what their surocess <br>  Americans on both sides of Mr. Canter's everybody ween milions of bast-workmitiative is sapped by the thought that more than halif of every extra dollarheye work for will go to Fectera, state ${ }^{\text {and local govennients. }}$. So are. ioght to aryue that the tendencyof tha Democratic program is to in- <br> crease axes for $\begin{array}{l}\text { a much . arger }\end{array}$ seginent of the society than just the scapetgaal -class of the egreyiouslynon taxpayingrichTheyzre fight to nise this issuo becanse at strike is tie. Democrats preterd bat the whole stape and character of our society. |
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bad goten on a ship, wee were in New
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 Ruscia and never talked about gerting It seems that 1 am zoing to have
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But everyhing before wass't noth-
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 long scary journey to somethlng betcer.
They were peopice of great couraze,
 stayed to suiffer. 1 am so sorry the
story of their courage is losto me. Elaine Berman is a New York writer.

## Henry's Private Scorn

| By William Safire |  |
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| Kissinger ter pasteen expressing | came toagine when he foucseal em |
| ways: |  |
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|  | Kissinger line underscored: "What is more moral Lhan peace? |
| on Mr. Ford. bi Mr. Kissinger was the. | The answer to that question is |
| Castigation of isral as "intranigent". | "peace with freedom." That is the |
|  | answer which Mr. Kissinger, with all |
| sbuttle early last year. | grasp; it is the answer that Mr: Ford, |
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| the ime, and in a amve mat has never | of charecter, can grasp. |
| his friend william Scranton, theo a | Who profoundy distrust Mr. |
| private citizen, to talk to the Ist | as he adopts our positions now that |
| about their concerss. Mr. Kissinger | they have become the 'majority |
| the message and negotiated ${ }^{2}$ | opinion? We are faced with a choice |
| \% | betweeo 2 man w |
| the Secretary never let the P |  |
| make. any headway with Amer- |  |
|  | cling to the man and the |
| sile to Arab nations. To compensa |  |
| Mr. Ford belatedly recommended that |  |
| United States supply sophisticied | winning on |
| s to isreel, which looked like the |  |
|  |  |
| maoy American Sewish yotes | new State Depanment st |
| praematic "we get the Christians" | he would be ratitying charges of error |
| rk to a speechwriter in the | and berraing $p$ |
| maries, and are uneagy about his | Not so. Baccing away from "ine |
| den discovery of the Mideast- | perception of Helsinh ${ }^{\text {and }}$ would be easy. |
| The second wound the serriery of | indured to erpunge his thoughtless |
| State inflicted on his Prestident | derogation by bonorably sacrificin |
| sbegotien | ambition with a pledge to resign on |
| itimizat |  |
| the Eastern European borders, con. | That mould |
|  |  |
| bort the fulfiliment of this Soviet | Ford |

# The Bell Helicopter story: how private enterprise turns a pioneering idea into a major industry. 




## Che Nivu Horkeimes


tchester High Retnion From Arthritis and 'When You're Smiling' to Sharing a Marijuana Smoke
y JOYCE MAYANARD of wooden folding chairs ing the 20-yard line of the riduates from the N.Y., a ede ibout arthritis Saturdiay ert way off, graduates from eneratioo - passed arsund a joint. On the e baidstand in
lem; Eastchester alumni from Sone or' two in bifocars he 'lyrics to "When You're as ra thick-waisted team of
potball stars and motherly terieaders acted. out $\frac{a}{2}$ skirhe field asion wras a Biceotennial-in-
cion of students who gradu-
 .908 and as recentrar as as last
fly 2,000 of theml-some in
turenien sin


In a far corner of the field, members
of the classes from 1960 to the present
probably of the classes from 1960 to the present
probably losked most like their year-
book pictures, but the resemblance t book pictures, but the resemblance to
their 1900 s.s. seves was often purely physical. "If you told me back then where they sins "ocid Blass America,
and 'Oh Alma Mater,", said one forme counter-culture type, "I, would've said
you were ulrazy."."
Buthtilise a surpising number of
 Allan heboe who is not married, has
cosen to say in Westhester County
Torn Medavich. also fromm the class Torn Medavich. also from the class of
TI, made he same choice. Call it
foots."., he said. ${ }^{\text {I }}$ This is still your home."
For many Eastchester young people.
the decision to come back or simply
0 stay on was influenced by the dect. the decision to come back or simple
to stay on was infuenced by the deci-
sion to have ahild
jI

e polite. I can take my time. When
get off the train, after a day in the clts, Tm a different person."


## News Summary

 MONDAY, OCTOBER 18, 1976
## 

Soviet manned capsules have para
chuted to thard ground Tasi sidid hee. copters and water craftit operatiog a
night in snowfall picked up the astro
nauts and their cratt. $[32: 1-2$. National

 About $\$ 57,000$ out of ar total of of pieatity
700,000 was from corpote
 A healtih insurance cost stucuy for the


 enter the United Statas later. Almosi


## Metropolitan

 Changes in the Mafia in New York Cityfollowing the death of its most power. ul boss are expected by law enforce. ul boss are expected by law enforce
 Ajacking and narcotics and a possibile local Me fo tamilies. $1: 4$


| Health/Science | Quotation of the Day |
| :---: | :---: |
| Flu shots resumirg for Pittsburgh high-risk group | ry |
| Antenna to search Milly Way ${ }^{32}$ | portant, but I'd hate to think I have |
| sue Medicaid reimbursement | rd do it wrong."-Petras M. Cillie, o white South african judge, who is |
| Religion | South Africa. [3 |
| Cooke - leads rejoicing as church "rises" from ashes of fire 20 | Interest rates de |
| Snbrided joy" marks Siruhat Torah | bond markets |
| celebration . ${ }^{25}$ |  |
| Amusements/Arts |  |
| Saul Bellow's "To Jerusalem and | Sports |
| Joffrey Ballet revives "Astarte" and ${ }^{27}$ | Vesper eights take two elite races on the Chariss River |
| Other works | Baind wios Texas open in playoff |
| ends the film festival 35 | against Miller. Barker |
| Paulit | mim Ditbs in the final- |
| n | Rangers turn back new Rockies |
| he IK," a sociological dramatiza | team on late rally, 4 to 3 |
| Nos Starkeri offer | Seahawks win 'Expansion Bow |
|  | Yankees fight back, but losc |
| Boulez conducts Pbilharmo | Reds again in Series, 4.3 |
| Mahler's Seventh and Ninth 37 | Cards pin first loss on Cowboys |
| Jackson. Browne gives uneven show | Yanks' electronic war abates |
| 37 | Coilege field-goal records are |
| Family/Style | First-game winners must bew |
| F | World Series competition 41 |
| Country family fen the city 24 | Harris's =unning helos Steelers win 43 |
| Seeking treasiuie uriderfoot 24 | Auto victory for Yarborough ${ }^{\text {a }}$ |
| ris dining in the fall |  |
| Obituaries | Features/Nọtes |
| Daniel C. Rich, art museum leader 32 | About New York 58 |
|  | News Analysis |
| Business/Finance | Roioert \&. Semple Jr. on Britaio's |
| Commodities: Help for wheat-corn futures spread | esonomic moras |
| Oil-exporting countries increasing | Editorials/Comment |
| inrestments in U, S . ${ }^{\text {a }}$, 4 i | Foilorials and Leters ${ }^{\text {as }}$ |
| Califoroians experiment with flex- | Anthony Letris on Justice Brennan |
|  |  |
| dustry showing 47 | :animosity $\quad 29$ |
| Labor: facing schism sedrodion | Elaine Berman longs for a lost history |
| Peru's takeover of Marcooa proves | Charies Fried assays Carter's tax |
| peaceful 47 | - ) gram |



San-Powered Boiler Is Given Test By U.S. Engineers in the Pyrenees



 but ia said to be lesa perffectly configured
aod therefore less senpitive.
The new antenin is The new antenia is at tbe Five College
Radioastroomo bservaby
sula jutting into Quabbin Reservirn, the



Sounds of Molecules
$\qquad$ wh
 of the, Milky Way gat in distant parits
tined to evolve into oew ife forms. deme 40 such "organic" moblecules friguring in in
ine processen on the most batic level
have already been detected in clouds of hase aireay been detected in clouds of
gas
probably dust Where new stars-and
plaots-are believed to be The
observatory ia operated by the five
ollege group consisting of Ancherst.
 of sso0.000 from the National SCience
Foundation having made possible its new
addition Help bas also beeo provided by private foundations and the State UniVy
sity of New York a Stooy Brook. A Gain tor Regional Study,
As ooted by Dr. Roberr E Hughes of
in . $\begin{gathered}\text { National Sciece Foundation at the } \\ \text { dedication, the new antenna marks a tur- }\end{gathered}$.



 years ole
Mr Crowe retried from the diplomatc,
service in 1975: He' served as United service in 1975. He' served as United
States Ampassador to Ceyloo, now Sri
Lanle from 1959 to 1961 ; to Norway. fromn 1970
to 1973 , and to Denmari flom 1974 to
197S.
From 1948 to 1949; be was the Ameri-


 of the African Wrid Lite Leadership Foun-
datioo and the survival service comemittee
of the Iotern vation of Naturure

## He was the aothor of six books on atare and wild ife, Reviewers described

by Sandra blakeslee



Ford＇s Campaign Group Provides Little Insight Into His Spending
Documents Filed Leave Unanswered Questions Despite Congressional Requirements

By WARREN WEAVER

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| The Democratic steerring |  |
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| des maintain are mechanical rather furts made by Government employees |  |
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| ced more than 500 pages of figures．＂petty＂to try to make the Presideot ac |  |
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|  | that White House aides were not devoting |
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| while he remained in the white House？charge any of its air travel expenses，list－ |  |
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| aly no identifiable statistics appear $\begin{aligned} & \text { ed payme } \\ & \text { United and }\end{aligned}$ |  |
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| ent failure of the Ford campaign to ac－ |  |
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| White House personnel who have |  |
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|  | For example，Michael Raoul－puval，a |  |
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| White House assistant counsel who has |  |
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| advising Mr．Ford on does not appear in th |  |
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| campaign reports even as a reclpient＇of a travel allowance． |  |
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| under the new campa Duval＇s expenses to fir |  |
| Duva＇s expenses to forme and during the |  |
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Hearnes Is Facing Difficult Fight To Succeed Symington in Senate

Shimilarities With Husband



 Armation as his blue nnes；from crin－
kling friendilines to icy opronrium．
Mrs．Catrer has also taken lately to criticizing President Ford for not．boldo inp more news conferencese and far
refusing to make．public his cnupplete
income tax statement
 seldom calls him President Ford］has
been in Washington 28 years：look at
what $a$ mess the．Government is in
in
等
 Government cut waste and never raise
taxern the people who work for．
a living and report their taxes．
 cial services．yive，the country new
diriection and leadership．She is ike
ber husband a Sumday school teacher．









Jirmany Carter greeting townfolk and tourists who gathered to see him atter chiureh seivices in Plains，Ga，yesterday
Rosalynn Carter，a Tough，Tireless Campaigner，
Displays Same Driving Quality as Her Husband By WAYNE KING

 his＂Dest triend and chief advise ＂We＇ve arways been kind of part

## 

Mrs：Carter felpedzer in，ane discussion a．mning mate，tales part in
teegy sesssions and says she will
and role $m$ the discussion of Presi．



The whounding Away at lissues
 to tell her audiences，they visit te97
 lack of leadershi．＂．and at Mrs．Carto
er＇s
health and special the plight of of the melderlal ＇I make so many speeches my lipery．
get sore from taking off lipstick and get sore from taking off lipstick and
putting it on again，MIs．Carter．said
adjusting her makeup
 Diego．＂I guess iff
youcoiand
＂Oh she do
it alde said．＂＂Whe has this sense of duty obligation＂，seern more appropriate
The words ，we There is a driving
than＂tough quaility about Mrs Carter，as there is
about her hushand．＂t think its true．
that most of the thingh you can say
about him you about him you could saya about her，
siad Mary Hoyt，Mrs．Carter＇s press
secretary

## 100 percent since the Republicans took over that hamhurger has gone up 59 percent that haicg has gone up 



 Wherever she goes Mrss Carter is



 Although her major concerras are
mental health and the problens of the
doierty，Mrs．．arter says she believes eldierty，Mrs．Carter says she beineves
＂leck of ronfrience in gwenment＂is
the major issue． ＂I con remember，＂she said，＂that
when the President ssid something，you
could beliere it could believe it．You trometed govern－1
nent Young people remember things
 Mrs．Cartir say suthat，whiile the cart－

 ． As for her hworn religious views，she
said that she，ike Mr．Caxter，believes．

 He received $\$ 1,000$ from
resident of the souther： Corporation．The Bell Sys．
ouestioned in recent years． iticane contrin rections of years．
One former Bell official it lina sued the telephone cor
ina thet it tave maney to
inaigis to get favored tre tha that it gave maney to
paigis to get favored tre
state groups that regul

##  <br> 



CARTERSAYSE GAVE \＄5，000


## dide

 came from An Cox Coxid carter aides in 1970 fan，
bers＇s support
unusual be


## Fion Delta and Coi Mr．Carter received Stit．

## THE NEW YORK TIMES, MONDAY, OCTOBER 18, 1976

Ballet Revives 'Astarte,' pics,' Magic 'Sea Shadow


## Gund

Uase jocques Lipchit,








 ms through Noo. 14. Ad












## ORERA

 NOW THROUGH NOVEMBER 14THE STRIKE IS OYER
PERFDRMANCES RESUME TOMPW EVE. THE STRIKE IS OYER.
PERFORMANES RESUME TOMPW EVE.
We regret the inconvenience caused to our audience

 tions already
revisions.
Patrons ho





 If you wish to dona




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Rohmer's 'The Marquise of O'
A Witty, Joyous and Beautiful Film


## 'Ik,' a Damatization of 'Mount <br> 

Poople'

Miss Koner's Classic Consort The Pauline Koner Dance Con kissergore .
sandra,
sort, a nat created a highly



 Humphrey, she became associated
with this moderndines pioneer
wind Miss Humphery's foremost
disciple, José Limon, after World All this background is relevant
to the fact that guch of Saurugts
program harked back mabashedly
and proundy to
 dance now seems
There is no doubbt that wbat she

 All these elemient contrast. wresent.
 and which was danced now with
maidenly cham by Deborat Pratt
Georiann holmes. Karei Shields.



 The soli is siverf.A Amoman hents of her head janaged ams mover

 down. It becomes the the all-purpape
prop stretched acros
The tetasion builds the block
becomes the fune
funeral shroud.

 are contrasting hut they carty
themetic movement moitis and the
company was exclent Amont he
maje dancers nne shnuld single out Michel Freed
Thue Company's other dancers in-
stent Gowe, who itite and Doon Aurnal. Miss Konery


Hep to Hepplewhite
Antiques lov ANIVQUES column Wever Friday




## 

"The inimitable
Giannini in the Giamnini in the
funniest, bawdiest



NOW THERE IS..
Pitia
SOUDEE a pronere vou hare 10 Liks?


EXCUSNE UA EASTSÍEE E


Palmer Loses by Strok
PARIS, Oct. 17 (AP)-Severiano Bal-
lesteros, a 19 -year-old Spaniard, sank lesteros, a $19-$-year-old Spaniard, sank
five birdies on the home nine today
and beat Arnold Palmer by asme and beat Arnold Palmer by a stroke in
the Lancome Tropy golf toumament.
Palmer Pamer, 47 yepars goif to sermament.
withln reach of his first toemamely victory of the year. watched with
amazement as Baliesteros erased a four troke ena as and then went erased a a four-
tith hole of the fourth round. Balles. 283 on the 6,875 -yard Ive- Nomder-par Breteche coorse.
Gary
Grayer of South Africa and
 : Ray Floyd sixth at 294. and Jean

Aoki Triumphs in Playoff - AkAGOYA, Japan, Oct 17 (AP) first extra hole today pand captured




More News Of Sports On Page 37 Farbairn's first game of the Nationa
Hockey League season.
Fot




 yinll
ood
oi a
simon Sime
first
risio
but
but
Stat
face
on
on a wide-angle shot by the Ranger
tain knocked in off Guy Departe,
was being tied op in the crease yy F
bairn in quick succesion
Hickeys goal bairn, in quick succession ceame
Hickey's goal and Hodge's game-wio-
ner. "Fotiu,
Ferguson
bairn pray
weedend
Faind that the Rangers had more attempts at
Plasse than Colorado had at the other
end against Giles Gratton. ine in
"He badn't been on the ice in two
 Sheraton
knows what you like
and she loves telling you about restaurants you'il enjoy trying
for yourself. che NTeur Hork - ©imes

Alive. Chloat like Wabitterfly absting like Americy see NFL andAli, 3 , 1




Yankees Let the Electronic War of Words A
 CINCINNATH, Oct $17-$ Except for a
morning strategy session among memhers of the high command, the Y Yankees
tried to let the rage nver the walkietalkie "warfare" abete today.
The incident over the Yankees' communication system sememed to be a
majin sidelight po yesterday's world majur sidelight of yesterday's world
Series opene with cincimati, but 1 th
really didn't touch the players themselves. II baven't heard a thing abourt Don Gullett, Reds' pitcher, with cast placed on his ankle after dislocating
tendon in first game. Gullett is not expected to pitch again in Series.

## Meadowlands




##  <br> -



Harris's Running Gets the Steelers Back on Track in a 23-6 Rout of E

The wition wans rogers






 the Be mion oit Hemow we got owin the ret



N.F $-$ 4
0



For three weeks only, October 8-31, we're holding the first sale in Volkswagen's 27-year history.

And what a sale!
For these three wild weeks, we're slashing prices on 5000 brand new Volkswagens.

Rabbits. Sciroccos. Dashers. Beetles. And Buses. These are not leftovers or discontinued modelsbut brand new Volkswagens. Choose the model and color you like-and equip it the way you like.

If price has been stopping you from owning the car you really want, visit your participating Volkswagen dealer today. You may never be able to get a Volkswagen at a price like this again.


Catatiser 8-31
The Firss Volkswagen Sale in 27 years. Af your New York, सtew Jersey, Connecticut Volkswagen Dealer:


TIIME this year has received more awards for editorial excellence than any other magazine.


Pree: Preview Meetings Rale Carnegie Course

## (What it is) (What ticcan dofor you)

##  the extra advantagese it has given sond -ammous Copoule. Heere ind

 your oppontunity 1e find out more about fhe Course and the how the Course can help you.

 : Gratar jill in
Plan now to attend his tree preview meeiling. The Dala Carnegia cocrse can be an eniching expenience
wards immedialely and in the years to ofolow. Moneo Previow Hectivs ${ }^{2}$

 212/986-0054

 Announices the postpone-
ment in the inlernotinnal ment in the Intiernotinnnal
Pubbic Adivdictinn fran
the supply nd erection Pube supply nnd erection
nf the mechanical $n$ nd electrical equipment for
Ein El Sim, El Bassoine
 15.i2.1976.


| Advertising <br> Seeking Alternatives to Television |  |
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| by pilit in doveanerty coorondo spracs, oct 1 1-one <br>  sociation of Natioal Afveriberes pat <br>  caused |  |
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| budgets. One of their problems, wiliam M. |  |
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| that it is the only medium nor, necessarily, the best medium."Hnwever, he observed, "to really |  |
| lean how to use alternative media as effectively as televisioo may requireyears and may require bundreds of |  |
|  |  |
| $\begin{aligned} & \text { years and may req } \\ & \text { thousands of dollars.' } \end{aligned}$ |  |
|  end his agency is offering a 52,500 |  |
|  |  |
| among audiences advertising in various <br> media" In order to encourage younger |  |
|  |  |
| research people, he said, heo aencywill diuble the prize tar anyone under 30 years $n$ fage. |  |
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| at the Broadmoor Hotel winose other members were Robert J. Coen. |  |
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| of advertising sevvices of S. C. Johnson . pie le leoder than words. more bigizulyand Son, the wax people.than pictures, she said. |  |
| client relationship. appeared mon the |  |
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| ltemative media or media methodsrom advertising on laundry bags, in |  |
| mercial lengths, to a fourth television netwerk. |  |
| There is a real need for exploratio |  |
| into the fourth network concept, |  |
| to Insure access to the media." Thegap, he said, between supply and de- |  |
| mand for commercial time is constantly |  |
| filifil their network requirements |  |
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| ures about the potential of setting up utive vice president of the parent con- <br>  |  |
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| $\begin{gathered} \text { pote } \\ \text { prist } \\ \text { Ait } \end{gathered}$ |  |
| tbal while eit has got a long way to <br> go beione th becomes a national med. |  |
|  |  |
| um, It already can he used effectively in some cases for local advertising. |  |
| ang, if you don' you're missing an aternativeyour competition probably won't." |  |
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Early Move Helps Yarborough
Capture 76-Mile I.R.O.C. Event RIVERSIDEE, Calif., Oct. 17 . (AP)- were - Jnhncock and David Pearson,
Cale Yarborougb passed Jody scheckcale Yarborougb passed Jody scheck-
ter at the end of the first lap. to take the lead, and the stock car raceer sped
on to victory in tooay's 76 -mile inter-
nationol Race of


 the 2.547 -mile Riverside Intiernation
Raceway moad course until they cani
Race Raceway road course until they canne
to the end of the first ap at tum nine.
Yarbornugh took a low line and finally
 last place in the eitite y 11-car field stand-
ing to fifth after three races, and it assured him a berth io the series sinale
in February at Daytona Beach, Fła. Missing the cut to nine driversh, in ad.
ditioo to James Hunt whe withdrew-
Huracan of Argentina Shuts Out Cantanzaro of Italy on Late Goal


 Sports Today







News you can use


## Bon voyage!

## Next time you hear that, will it be for you?

 And there's nothing like The New York Times to help people decide where to go and how to get there. If a cruise is in your future, check. the Travel section every yunday for a varietyof cruises in every price range



It's a runaway seller's market-with no relief in sight. And the typical TV advertiser is asking himself, "Do I accept lower advertising weight or a much higher budget?"'.

## What are the alternatives?

Fortunately, there are alternatives.
Most advertisers know the strengths of a Magazine/TV mix. The two media complement each other demographically and in the way each communicates.

TV is hard to beat when it comes to product demonstration.

On the other hand, magazines are able to give a more thorough "reason why". And their editorial environment can lend prestige and credibility to a product or service.

But what's more, surprising as it may sound, combinations of magazines-even single magazines like Newsiweek-can deliver the same kind of big ratings you expect from TV.

For example, Newsweek's rating of 19.4 (men 18 to 49 ) tops ABC's. Wide World of Sports, NBA Basketball and the CBS Sports Spectacular combined.

By buying less TV and more magazines, you can beat the Squeeze- and come out ahead.

ncrease in GRP's, a 6\% increase in reach and frequency and a $10 \%$ decrease in CPM. All without spending a penny extra.

Against the "Magazine Imperative". group ( $46.5 \%$ of the market), Plan 'B' increased GRP's by $25 \%$ ( 286 vs. 229). It increased reach $10 \%$. It increased frequency $15 \%$ (3.1 vs. 2.7).

And the same schedule showed a loss of only $1 \%$ in GRP's against the "TV Imperative" group.

Want more information? Send for Newsweek's free TV Squeeze Survival Kit. Write on your business letterhead to: Charles J. Kennedy, Vice-President and Advertising Sales Director, Newsweek, 444 Madison Avenue, New York, N. Y. 10022.

# HowThey Hope to HelpYo Advertise Most Effectively in Magazines <br> \author{ *THE ADVERTISING RESEARCH FOUNDATION 

}

# An explanation, in non-technical terms, of pioneering work under way in magazine research. With comments on how it might prove uniquely useful to you...immediately and in the future. 

Spadework-experimental work-doesn't get much publicity. So only a few people in advertising know aboutand perhaps even fewer un-derstand-the work of three Task Forces created by The Magazine Research Development Committee of the ARF.

But the work of these Task Forces could:

- Help you make more sophisticated use-and avoid pitfalls in using-magazine research now available.
- Provide, for the first time ever, a uniform yardstick for judging the validity of magazine audience studies.
- Take magazine research to the ultimate in value to adver-tisers-to where it measures what different magazines can do for your advertising.

Many companies (including advertisers, agencies and magazines) have contributed some of their most competent and creative people to the three Task Forces.

## Conference in NYC

Today, some 1,300 marketers have gathered in New York for the Advertising Research Foundation's 22nd Annual Conference, this year designed to provide a "Mid-Century Perspective on Advertising Research." Specifically, to view how we have reached the present state of the art, and what to expect in years to come.

Reader's Digest hopes these explanations and our comments contribute to that perspective. And that a better understanding of the work of the Task Forces will lead to greater appreciation and, in turn; to continued and expanded support of the Advertising Research Foundation.

Headed by Charles E. Overholser of Kenyoo \& Eckhardt, this Committee recauited outHeaded by Charles E. Overholser of Kenyoo \& Eckhardt, this Committee recruited out-
standing people who serve on the three Task Forces. The Steering Committee includes: standing peopie who surv-ayis Jaqueline DrCosta of Ted Bres, Consutiont Erwin Ephron, George S. Fabian of Chesebrough-Ponds, Jules P. Fine of Ogilvy \& Mather, TASK FORCE and EXPLANATION

## TASK FORCEA (Analysis)

Benefit Sought: Best possible use-and especially avoiding misuse-of existing audience estimates produced by the syindicated services such as Simmons and TGI (and, also, estimates currently in circulation from specially commissioned studies).
Method: By gaining a realistic understanding of the estimates we now have and use; where they differ and what causes them to vary. First, the Task Force is analyzing, with the proverbial fine tooth comb, exactly where and to what extent the current estimates difer
(and where they agree). Next it will isolare and define what the-rarious research companies (and where they agree). Next it will isolare and define what the warious research companies
do differently -in methods and factors used. Then, the Task Force will attempt to determine which of these variables cause significant differences in the audience estimates of magazines (and which don't seem to matter).
TaskForce Members: Elayn Bernay of MS, Vivian Bruno of Thomas J. Lipton, Thomas, A. McCauley of Good Hocisekeeping, Harold Miller of SSC\&B, Sally Ann O'Brien of Colgate-Palmolive, Lelard Ott of Grey, William Roberson of U.S. News \& World Report, Morton M. Vitriol of Business Week, Dan Matthaidess of Eastman Kodakl, Robert Bolte of The Gilletre Company, Jacqueline DaCosta, Mark Munn and Chatland Whirmore'.

## TASK FORCEV (Validation)

Benefit Sought: A tested, proved and uniform standard by which to validate (or not validate) existing and proposed studies of magazine editorial audiences.
Method: The Task Force first will attempt to isolate groups of people it knows for certain do or do not read particular magazines. (This, in itself, preseots a very difficult series of problems.) Then, using these groups, the Task Force will experiment with information-gathering techniques and situations which produce what it already knows is true about them.
Deliberately, the Task Force will pay no attentioo to the pracifcality (cost, time, etc.) of applying techniques on a broad scale. It seeks anideal model. The question for researchers then will be how close can they come to the ideal with programs that are economically casible
Task Force Members: Aaron Cohen of Penthouse/Viva, William Deitch of TV Guide, Theodore Dinin of Benton \& Bowfes, Lawrence D. Gibson of General Mills, Theodore Eckhardt, Patricia Murray of Young \& Rubicam, Toni Smith of Cunningham \& Walsh, Paul Stuempfig of Successful Farming, Jules Fine, William Moran and Clark. Schiller.

Marrin M. Gropp of the Magazine Publishers Association
Babetre Jacksoin Mark D. Munm of Family Giricle, George Sacks of Parade, CirkS Sciller of 3

Task Force A starts with a scientifie awareness of impeifection in current estirt magazine ardiences. But also with a pragmatic knowledge that; Jacking aiyyihinig these estimates are being used. And that, when put into coimputers, they tend authonity:
The rery existence of this Task Force-the fact that it sieks answers to serious qui"
about current figures- this should cause us all to use them. with cantion. Hopet about current figures- This should cause us all to use them with cantion. Hopef
the Task Force provides answers, we will hearn what margin for error, we shovidet the Task Force provides anssers, we will heann what margin for error, we showd
certain figures, and, possibly, for what: audience calculations or comparisons the if certain figures, and, possibls
figres should nioc be used. $\qquad$

The work of this Task Force now relates to an existing question (validity of estim the number of people who read a magazine's editorial). Hopefully, it will later a questions more directly relevant to advertising (validity of estimates of the num times a magazine exposes advertisements to its readers)
Also, we hope that the work of the Task Force will make contributions that go beyo.
validity of total audience alone. We must have reliable methods for ensimatig the validity of total audience alone. We must have reliable methods for estimating the
ber of different types of readers-in-home vis. our-of-home. for ber of different types of readers-in-home vs. out-of-home, for cxample. Becau
continue the example, many media professionals discount
out-of-home reader much as $50 \%$ on the grounds that they have far less chance of seeing an adveris than do in-home readers.

## TASK FORCED (Definitions)

- Benefit Sought: Practical, affordable and reliable research techniques for going beyond editorial audience estimates to measurements of magazines' adzercising performance. For, as the prospectus of this Task Force says, "Our job...is to learn how to use advertising dollars more productively. In this context, 'toral audience'... is insufficient"'
Method: This Task Force is exploring three ways to help advertisers select and use magazines most producively, explained below in order of priority:

1. Advertising Page Exposure(APX). The Task Force seeks "an affordable method of high validity" for measuring the number of times that magazines expose advertise-
mentis to their readers. Also, the net audiences reachod by adverisements in different magazines.
2. Magazine Contribution to Advertising Effectiveness. Can some magazines (because of how people feel about them, how they read them) do more than others in helping advertising communicate and coovince? Do some create a stronger eovironment of believability than others? Can we develop techniques for measuring such contributions by jarge numbers of magazines? And, in.so doing, how do we isolate 3. How Best to Use Different Magazines. Beccuuse of size and/or editoria 3. How Best to Use Different Magazines. Because of size and/or editorial layout, essary for full impact in some magazines but not in others? Does "adequate frequency" vary for different magazines? And again, can we develop practical ways to answer such questions?
Task Force Members: Hugh L. Brooks of Brown \& Williamson, Michael Drexier of Doyle Dane Berribach, Jack D. Hinll of Ogiliby \& Mathers Rene Isaazc of Readers Digest, of Sports Illustrated, Joseph Welty of MoCalls, Paul Chook, Erwin Ephron and George of Sports inustrated, Joseph Wety of MoCalls, Paul Chook, Erwin Ephron and George
Fabian. Fabian.

The objectives of Task Force D. may seem ethereal compared to those of the other Task Forces. But actually, more work already has been done in the areas of Definit than in the fields of Analysis and Validation.
No one yet knows, for example, a foolproof way to measure magazine audiences,
Task Force V seeks an ideal method regrofiess of Task Force $V$ seeks ani ideal meethod regardiess of cost and/or practicality. On the of hand, we already have a way to measure advertising page exposures, and need only fir
practical way to do it for large numbers of magazines. practical way to do it for large numbers of magazines.
Also, the ARF has already pioneered in measuring such "intangibles" as a magaziu known; practical applicarion is sought.
The focus of Task Forces A and V's work remains on editorial audience, which measur only issue, not adverising exposure. And, at least at this time, they must continue to wc with the minimum definition of a reader ("Jooked into an issuc and exposed to at le one editorial item").
Consequently Readers Digest looks to Task Force. D for significant contriburions
"most effective use of magazine advertising dollars." "most effective use of magazine advertising dollars."
In January 1975, we published an advertisement which closed with paragraphs that st ummarize our belief as to where we must go in magazine adveitising research.
"We must go beyond the search for total audience figures in which we ca
all have more confidence. Beyond even more meaningful ways to qualii all have more c
total audience.
"To that end, Reader's Digest will commit iss fair share of time, effort ain treasure:
Today, with such pioneering and potentially historic work under way, we reaffirm tha Today, with such
cominitment.

ARF work oo magazine research is tuly an industry-wide effort. In additioo to Steering Committee and Task Force members already named, the Magazine Research Development Comminttee has an advisory Panel consisting of Donald Willard R. Simmons of Three Sigma, Frank Stanton of W. R. Simmons and William J. Wilson of Starch.

Oil Experts Find U．S．More Vulnerable to Embargo Now Than in 1973


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Power Authority of the State of New York GENERAL REVENUE BONDS

















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Members of the United Autonobile Workers picketing Ustita prus sternalanal
Hazelwood, Mo, on Sept. 15, the first day of the strike.

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## MARCONA: TAKEOVER WITHOUT A REPISAL

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 OLI EXPORTRRS LIFT : INVESTMENTS IN.S.S.

Continned From Page 47



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survey 178 .




ing in Japan: It's October, June, That Families Choose


The Officers, Directors and Employees of IRA S. STEVENS
February 22, 1922-October 14, 1976 Group Vice President, Novo Corporation President, Bonded Services Division

## Tuin inu  <br> Notice of Offer to Purchase <br> Northrup, King \& Co. <br> \$19:40 Per Share Net. <br> Sandoz Seed Company

## Sandoz Ltd.

Sandor Secd Company (-S.Sando"), Delaware corporation snd a wholly owned subididiary of Sandor

 The Offer Expitesat 6:00PM. N., New York City Time,

The Once is not ondidioned dpon any minimum nomber of Shares being tendered. Subicect to to terms of Lhe



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MORGAN STANLEY\&CO.



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## Cargo Ship With 37 Disappears Amid Debris in Bermuda Triangle


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## About New York

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The Cuckoo's Nest: Fantasy Or Reality?
Harry Reems On Censorship
Joan Mondale On Campaigning

This week be
"Wth Jeanne Parr"
Mon. What Men Think of Women's Lib.
4ls
Tue. Are you stire you want children?
Wed. Everything you need to know about Divorce. I

If you ask Craig Claiborne an interesting question, you might get an interesting answer in "De Gustibus" on the Family/Style Page Monday in The New York Times

# We putAmerica under the , microscope. 

# Find out what The 1976 Study of American Opini found out about public attitudes toward Busmess. 



How do people feel about business profits? Who gets the blame for inflation? Should government finance jobs for the unemployed? Is the cost of regulating business worth it? Can business be trusted? How does it rate with consumers? Just what are the problems facing business today? Which are major, which are not? What kinds of people have what attitudes? How do attitudes differ from one group to another? Is there a hard core of concerned citizens which can be defined and located?

These are some. of the questions answered by The 1976 Study of American Opinionlatest in a series of major research projects sponsored by the Marketing Department of U.S.News \& World Report. It is the result of two years of planning and discussion with corporate executives in all areas of American industry. We were told that business wanted more than another poll which simply sampled the pulse of the nation as a whole. Business wanted an indepth study that would isolate the real problems and segment the "attitude markets" of critical importance.

The study's success in achieving these objectives was due in large part to the contributions of Dr. George H. Brown, consultant to the president of The Conference Board. Dr. Brown was instrumental in development of the research plan and questionnaire.

How the study was conducted.
The 1976 Study of American Opinion was a mail survey conducted by Marketing Concepts, Inc., of Washington, D.C. The sampling plan was as follows:

Household Sample: National cross-section of 13,000 household heads, drawn from lists of 65 million households maintained by The Reuben H. Donnelley Corporation. The response rate was $53 \%$.

Management Sample: A cross-section of top management, represented by 3,000 executives selected from Poor's Register.

Government Sample: All three branches of the federal government, represented by 2,900 names drawn from the Congressional Directory.

## What the study reveals.

Here is a study that puts America under the microscope to put business in proper perspective. It was designed to reflect not only what people think of business but also why they feel that way, and how they express their feelings. Detailed analyses can be made of attitudes assigned to people in all walks of life and in all demographic groups. This makes it possible to examine differences in attitude by income or
education, between voters and nitacingort 10 activists and non-activists. $\quad$ jextan Coys $P_{6}$

Topics of national concern int nomic conditions, unemployment, inf oil problem, profits, government it consumer complaints, and opinions aly: ness functions and responsibilities 1 also obtained ratings on various indat various American institutions and orga:

The results confirm problem areas ness has long addressed, explode some to: myths about public disenchantment enterprise, and point to new issues for c attention.

## How about media?

The study measured the readersh major magazines and the viewing of 2 time television shows. An on-line c: perinits-cross-tabulations of each audidemographics, attitudes, and all of the filarm markets" which make up the active hat ${ }^{\prime}$ Fare of concerned citizens.
Preview the study.
A Summary Report of what the learned from the nation's household hert be obtained at a cost of \$1.50. If you terested, please write to: W.E. Robertson, tor of Marketing, U.S.News \& World ${ }^{1}$ 2300 N Street, N.W., Washington, D.C. 20.

Ras Smith
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